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EXPERIMENT STATION FILE

HOME DEMONSTRATION WORK MOVES FORWARD

By

Ola Powell Malcolm  
Senior Home Economist

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DISTRIBUTION.--A copy of this circular has been sent to each extension director; State leader and assistant State leader and county agents in home demonstration work; agricultural college library; and experiment station library.

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### FOREWORD

"I don't eat what I used to eat, I don't sleep the way I used to sleep, and I don't wear what I used to wear, all because of what I learned in my home demonstration club" was the comment of one Arkansas member to her home demonstration agent. The agent added in her own mind, "And you don't think what you used to think." This situation is true definitely in 1,140,392 farm homes, for the 1936 summary report of the home economics extension workers indicates their program has influenced the adoption of improved practices in just so many farm homes and 421,026 other homes.

The general trend is to unify all the family programs, as it has been shown programs are most effective where the whole family is cooperating in improving security of their home, security of their income, and security of the soil as parts of the problem as a whole of improving life in the country. In many States the method used now is to associate and relate all farm and home activities undertaken by each member in a family approach as exemplified in the "whole farm demonstration" being inaugurated in the South. This demonstration combines the efforts of extension agents and specialists in a single plan for the demonstration farm and home which will produce a satisfactory living and a better life for all members of the family.

The opportunity for placing additional county home demonstration agents in the field through acquiring Bankhead-Jones funds and the change in economic conditions made county- and area-program planning of special importance. The placing of responsibility for planning on farmers and homemakers through the farm and home council has strengthened the extension program. For example, at their annual meeting the farm and home councils in Colorado considered the needs and problems of various communities as a basis for determination of county programs. In other States homemakers councils did a similar service.

Another factor of great moment is the opportunity and need for working out cooperative arrangements and programs with other related Government agencies. State and local home demonstration agents have indicated a need for better and more specific cooperative understandings between national offices of the various related Government agencies. Many reports speak of the fine spirit existing between local agency directors in individual cases, but they make it clear that an expressed wish from the national offices for a cooperative local agreement plan would facilitate the work of all Government and clear away misunderstandings.



Less emphasis on specific subject-matter work and more emphasis on various factors that affect personal and family living, which is a desirable trend throughout extension work, is aptly expressed in Macon County, Ill., by the slogan, "It is more important for the homemaker to know how to win and hold the eager and affectionate cooperation of every member of the home group than to be the best cake baker in the neighborhood."

## NEW FEATURES

### Home Demonstration Work in the States

In a period of many readjustments, extension workers are following the lead of administration leaders in aiming for new and more comprehensive policies in rural assistance. They are attempting to build up agriculture and country life generally and are striking at the problems of the masses. Special study and help is being given farm families in the lower-income class, hundreds of thousands of whom have no money income at all.

New extension programs generally are being based on larger problems, giving less emphasis to highly specialized projects. The greater number of persons reached as a result of increased number of agents, and the opportunity to help these greater members of families because of their own increased income and better morale resulting from Government activities, were significant features of the 1936 program.

#### Plantation demonstrations.

The scope of the new plantation demonstration for tenants in the South was increased greatly in 1936. Decided progress was made in meeting the requirements of the minimum food and feed budget. The increase of food and feed produced, as shown by their records, better health of the families, and the improvement in living conditions by those undertaking the demonstration, the increasing interest of the landlord and, most of all, the deep appreciation as expressed by the tenants for this interest and help in their truly difficult problem, made the plantation demonstration a gratifying undertaking.

#### Rural library service.

Outstanding in the past year also has been the work on securing rural library service. Home demonstration council women have taken the initiative in seeking and obtaining the cooperation of other organization and agencies in establishing traveling library trucks.

Funds for the trucks have been provided by WPA, county appropriation, and in a few counties, by voting to levy from a  $\frac{1}{4}$ -mill to a 1-mill tax for library support. In some counties where no truck is available but a small collection of books for a library has been accumulated, the home demonstration agents transport these circulating libraries as they visit the various communities.

New farm and home account books stimulated interest in the subject.

The keeping of home accounts, showing whence the money came and how it was spent, is an intelligent approach to the problem of reducing the cost of farm living and extending the income, and was a new demonstration included in plans of work by about 80 percent of the agents this year. In Arkansas, for instance, 3,349 home demonstration club members in 72 counties kept accounts.

"The value of this demonstration," the Arkansas State agent reports, "is found in the experience of the farm women who, for the first time, were able to determine how their money is being spent, where savings might be made, and how to budget the family income in the future. After keeping her account book for some months, Mrs. Victor Thompson of Lonoke County, discovered that the family food cost for one month was \$46 in spite of their garden and cow. It wasn't long before the Thompsons started planning a year-round garden and Mrs. Thompson was canning foods that always had been purchased. In May the grocery bill was reduced to \$4. Mr. and Mrs. Thompson are using this year's record as a basis for next year's budget. 'It takes a little time to keep the accounts,' said Mrs. Thompson, 'but it is worth it. We have been able to buy many new conveniences for our home which otherwise we would not have been able to afford.'"

Coordinating the interests of the family as a means of obtaining better family spirit and understanding, and as an added objective to achieve better results by whole-family cooperation, as compared to earlier methods of separate activities for each member, is a new phase of extension programs. To encourage family-unit spirit, Wyoming initiated "Husbands' Nights" at mothers' camps, featured husbands and county officers at achievement days, and featured also short demonstrations in home management given by husbands.

"Family Night" programs were initiated in North Dakota as a demonstration to the community how recreation programs can be made to function successfully. These included community singing, stimulating book talks, and games adapted to people of all ages from 6 to 60. "Wig-wag" toys were provided for the entertainment of the younger children.

"The Successful Family," a special St. Paul and Minneapolis activity, was worked out by home demonstration agents after a series of discussions with homemakers. It consisted of seven group meetings attended by 23 community groups with 44 leaders meeting monthly. Topics were: (1) The Family and Its House -- fitting the house to the family and the individuals; (2) The Family Makes Plans--family cooperation, the family council, use of resources of the family money and time; (3) The Family's Money--financial training in the home, the child and his money, earnings for the child, financial awards; (4) The Family Keeps House--analysis of the daily and weekly household activities, equipment for efficiency, what may be expected of children of different ages; (5) Storing the Family Belongings--needs of various members of the family, different types of equipment; (6) The Family Entertains--guidance of youth through wise spending of leisure time, adult leisure activities, forming friendships, and family hospitality; (7) Living Together in the Family--

family life in different countries and periods, satisfactory growth in family living.

#### Tattooing poultry.

Tattooing of poultry to prevent theft, or for identification in case of theft, is a new idea in Arkansas, sponsored in cooperation with the county poultry-improvement associations. Poultry theft, in some sections of Arkansas, constituted the greatest loss. Now every code number and the name of the flock owner using it is recorded at the extension office, the county sheriff's office, and the State ranger's.

#### Solving the problem of meat spoilage.

A new method, recently developed, of storing the meat in refined cottonseed oil has saved Texas families many thousand pounds of meat normally lost. This method retards mold growth 100 percent, reduces shrinkage and hardness, prevents losses from flies, and enables the user to restore partially used pieces for perfect keeping. Agents report there are from two to four users of oil in practically every county in the State.

#### Mattress training schools.

Mattress training schools were held in a number of States in the South, notably Texas and Arkansas, as a further development in better bedding including home-made mattresses. Home-grown cotton, and in some States native Spanish moss, were used as fillers for the mattresses and re-upholstery work on reclaimed furniture.

#### Pants pressing in East.

One of the feature activities of the year in New Hampshire was a pants-pressing enterprise in which two women from each of 120 communities were taught how to press men's trousers. These leaders in turn trained hundreds of others in their home towns. So far as is known, this is the first activity of its kind in the country.

#### Use made of corn shucks.

For the past 2 years, Tennessee and North Carolina rural women have added to their income by making corn-shuck hats and table mats. These corn-shuck products are being marketed in fashionable Rockefeller Center shops and have been described in the fashionable women's magazines. Farm women and girls in several other States are utilizing corn shucks in making many different kinds of useful and attractive articles.

During the work period at housekeeping demonstrations in Arizona, the women made fly traps, another new activity. The Pima County agent in Arizona reported, "Long-handled dustpans, made from old tin cans cut down, with twisted wire for handles, were made by home-management groups of women who had always wanted a dustpan that would eliminate stooping. All work



days were enjoyed immensely by the women. The picnic lunch at noon with a brief social hour and the fact that they were making something instead of thinking about it and wishing they had it, gave them a satisfied feeling.

Prevention is worth more than cure, and to increase the consumption of yeast breads as a protective dietary measure against pellagra, a State contest in making and judging bread was introduced in Arizona with 2,557 farm women participating. Skin testing for tuberculosis was a new activity in Sacramento County, Calif., in cooperation with the county tuberculosis association.

New cold drinks, rose punch with a foundation of honey and rose flavoring, and nasturtium punch made of the flowers, were reported a sensational innovation in Luna County, N. Mex. Buttermilk sherbet pleased the women when it was introduced in Harding and Union Counties in New Mexico.

In Maine and West Virginia the greater emphasis in home-industries work has swung from encouraging the making of handicrafts to helping farm families who can keep tourists, to capitalize on farm and home resources they already have by improving tourist homes, grounds, rooms, and foods, thus catering to the needs of summer travelers.

In Michigan 1,200 women took up the legal phases of home management. More than 600 of these same women reported abstracts brought up to date, deeds recorded, wills written, and other legal matters within the home carried through to a result basis. Bulletins were prepared by a competent lawyer for a home consultation on legal subjects.

In Colorado there was formed a Mail Box Club of women, only one of whom had an automobile. The one with a car transported members from mail box to mail box, giving them an opportunity to exchange recipes and arrange cooking bees and gardening affairs.

In Mississippi many needy rural families were given help as a result of the Good Neighbor program sponsored by home demonstration clubs. Older home demonstration club members, who had no small children, were asked to "adopt" a nonmember family with small children. These adopted families were encouraged to have a garden, to can food supplies, to raise chickens, learn more about health and meal planning. Attala County home demonstration women assisted 261 such families.

The Oklahoma State Home Demonstration Council became a permanent organization this year. Through the State Council the 77 county councils were brought into a cooperative relationship in their efforts to raise country life to a higher plane of profit, comfort, culture, influence, and refinement. In 1936, 741 new adult home demonstration clubs were organized in the State.

"Safety in the Home" was a new type of discussion in some Michigan and California counties, and homemakers reported eliminating faulty steps and fire hazards from their homes. Rural-electrification education was a new project in many States. The purpose was to promote

economical and efficient use of electricity in the farm home and on the farmstead. Community group meetings were held to acquaint farm operators and homemakers, who had contracted to receive service from rural lines, with practical uses for electricity on the farm and to disseminate information on the safe, adequate, and convenient wiring of their premises.

Child-development and parent-education programs were begun in 1,742 new communities. Community scrapbooks of consumer education have proved a popular development in many communities.

Shopping tours were a popular innovation contributing to consumer education. The women learned much about proper buying practices, the stores were given opportunity to show their goods, and the Extension Service made contacts with businessmen in the important shopping centers. In New Hampshire, women from 10 counties participated in shopping tours; Maryland also showed interest in this idea.

#### Progress with checking methods.

In Wyoming, a new method of checking results was tried in Big Horn County this year with such excellent results that it will be put into a large number of counties in 1937. The new plan calls for all practices adopted by all of the club members in the major projects to be recorded on one large card about 22 by 27 inches. Entries are made monthly in pencil by the leaders at club meeting. She inks these figures before Achievement Day. The agent reports the women took new pride in reporting results, the plan developed new club pride, and individual women were inspired to put more suggestions into practice.

Ladder charts on which the name of each woman adopting an improved practice is entered on the rung of a ladder, were used in 314 centers of 27 counties in California. Statistics of results have increased in every case. Ladder charts are being used to help counties make more accurate plans for 1937.

#### Agricultural economics.

The changing economic conditions over the country have made a consideration with the economic side of home problems of greater importance each year. As long as the income from the farm represents the results of the family labor, and in turn is spent upon the family, its individual members have a vital interest in those fundamental conditions which affect income. Home demonstration activities are being guided by these conditions to produce a better way of living.

Probably more failures in farming occur on the business side than on the scientific side. Farm families whose members practice good business methods are putting their farming on a sounder basis. Indicative of the interest in agricultural economics is South Dakota's report, "Extension Service Programs in South Dakota will be those of economic adjustment for some time to come. A money-saving program was of major importance. Fifty-two meetings were held in planning diets to fit the family purse."

Farm privilege--live-at-home.

Doubling and trebling the farm subsistence income, "making the farm self-sustaining," is important for attaining and maintaining prosperity and contentment in the farm home and is vital in keeping up the morale and protecting the health of farm individuals. Improving the economic status is of first importance in bringing about a feeling of security and stability. When this is accomplished, social welfare is well on the road.

The cash income from sales of farm-home products during the years of depression was often the means of holding homes and families together. However small, the returns from such sales were vital to the living in many thousands of farm homes, but the greatest benefit derived by women and girls engaged in this work is not in cash benefits but in the opportunity gained to learn better ways and means of increasing their "farm subsistence income," that is, the income from the family cow, poultry flock, garden, orchard, vineyard, and other farm products, in order that any cash income may be used for such needs as the farm cannot produce. Some of the money on which the women have carried on has been through their own home industries. Things bought with money made by these home-industry demonstrators, either selling on home demonstration club markets or through their own efforts, show by their nature the interest of the purchaser. Among these items are gasoline stoves, washing machines, radios, electric lights, electric irons, bedroom furnishings, new floor coverings, clothes, bed linens, and baby chicks.

Home industry has a barter side. Mrs. Cassam Tilley, of Durham County, N. C., who reported the sale of \$2,130.30 worth of cakes on the curb market said, "We marketers have much fun after the customers have gone because we then begin to barter and exchange with each other what is left over. It is my pound of ham for my neighbor's cake, or a shrub for a jar of preserves."

The live-at-home program has for its main purpose the stimulating of all farmers to supply themselves with all the food and feed stuff and live-stock products necessary for family and farm consumption the year round. It also encourages farm families to grow enough surplus to supply surrounding towns and cities. In one State alone, the live-at-home program directed by extension forces in cooperation with the State Press Association, is estimated to have been worth 55 million dollars. "A study of the results of a 3-year program conducted in North Carolina reveals that more than 800,000 acres are planted to food and feed crops, that the decreased acreage planted to cash crops is nearly 500,000 and that there is still room for expansion," says the assistant director of extension work in North Carolina.

The farm or ranch family that plans, can produce practically all of a family adequate diet. In addition, provision is often made to include in the farm pantry, an extra store of peanuts, popcorn, sorghum, fruits, pumpkins, and canned chicken to help in adding pleasure to home-made recreation, which has been gaining in popularity during the past few years.



The live-at-home program, especially with reference to food production and preservation, continued to be emphasized throughout the South and in many of the other States. As drought conditions prevented wider adoption of the home-improvement demonstrations, the Wisconsin State agent reported more need for emphasis upon live-at-home in her State. In Montana, the live-at-home plan aimed to secure and promote social and economic security for the family. Seventy-five home demonstration agents reported 3,242 improved practices relative to "live-at-home," which program embraced the ideas, (1) your money's worth in food; (2) meat cutting, curing, and canning; (3) the year-round food supply. Especially with Negroes the year-round program was important in home demonstration plans of work in Florida and North Carolina. "A cow for every Negro family" is a live-at-home goal in Alamance County, N. C.

#### Noncash home industries.

Better living for most farm families has required greater production or conservation at home so that the amount of available cash, usually limited, might be spent not for food which could be supplied through their own efforts, but for other capital goods or enterprises which contribute to better living. Therefore home demonstration agents encouraged year-round gardens, calendar orchards, farm poultry flocks, family cows, canning and preserving, all conducted as a part of a careful plan for adequate family nutrition.

Instead of cash, home industries have furnished products used in exchange for dental work, physician's fees, drugs, music lessons, garage bills, furniture, bed linens, haircuts, cosmetics, house paint, clothes closets, magazine subscriptions, setting eggs and, in one instance, a Bible.

Meat canning and all phases of meat preservation increased in volume in practically all States. The Cochise County, Ariz., agent reported, "It was slow in developing, but now the cattlemen are enthusiastic about the work and are advising their wives to have a supply of meat on hand for the summer months when it is impossible to keep fresh meat any length of time because of the lack of refrigeration." This county reported 20,000 quarts of fruits, vegetables, meats, preserves, and pickles preserved by the women and 1,100 quarts by the juniors.

"Fresh beef at cost" each week during the summer months is a reality for the 32 farm families who are members of the Adams Township Beef Club in Miner County, S. D. The simplicity of operation of the club, now in its tenth year, is one of the important factors of its success. Membership is limited to 32 families. One member of the club is appointed butcher and receives certain stipulated compensation. His duties are to kill and dress the animals and to keep an account of the weight of the carcass furnished each member. He also cuts the meat ready for distribution to the members and keeps account of the amount to be furnished each member. The president, secretary, and butcher are the managing committee.

Year-round gardens and sufficient amount of small fruits and poultry became a reality in many communities. Approximately 425 families in 15



communities in Churchill County, Nev., planted and raised gardens adequate for their family needs. In Virginia, 3,137,454 quarts of home-raised products were canned by 4-H girls and home demonstration women. In Oklahoma for the ninth year the extension service and Farmer-Stockmen cooperating, conducted a home-garden contest with 5,957 farm women demonstrators. Results of the program show 5,957 contestants enrolled and a total value of vegetables and fruits canned, used fresh, and stored of \$616,549.50. In Florida, the amount of food canned doubled from 1,023,817 quarts in 1935 to 2,366,532 in 1936. In Arkansas, even in this year of drought, 7,468,340 containers of fruits, vegetables, and meats valued at \$2,275,345 were produced and stored for winter use.

#### Home dairy products.

The large number of farms without cows and the accompanying lack of a sufficient amount of dairy products makes this one of the most important extension activities. This year, it was again conducted, as previously, as a cooperative project between the dairy and the home demonstration specialists. There were 2,017 dairy demonstrations on improving the quality of dairy products for use in the home. Those attending these demonstrations reported making 632,599 pounds of butter and cheese.

Jackson County, N. C., club women made over 300 pounds of American cheese for home consumption following a cheese-making demonstration in June. Home dairies in Oklahoma made 53,426 pounds of butter; 6,953 gallons of ice cream; 16,909 pounds of soft cheese; and 2,829 herds were tested for Bang's disease. Dairy products were featured in Washington. In New Mexico, the making of farm process cheese was reported from 12 counties with a total of 3,684 pounds made.

#### Other money-saving industries.

Typical of the other noncash home industries carried on are the 32,436 pounds of soap made in Indiana in 1936 at a saving of \$1,171.41, and the savings due to home-made house furnishings of \$7,972.74; the weaving of rugs, draperies, and mats in practically all States; the making of furniture from orange crates in New Mexico; the making of mattresses at home in Tennessee, Arkansas, and other Southern States; 3,712 cotton mattresses made at home in Arkansas for home use; the drying of fruits in Louisiana; chair seating in Ohio through which women are gaining satisfaction in the creation of something beautiful; re-upholstering in Wisconsin, which apparently is filling a real need and desire as is apparent in the reports; the making of Christmas gifts and exchange of Christmas ideas together with the opportunity to promote the Christmas spirit in Arizona; and the dyes made from walnut bark, red-oak bark and root, broomstraw, red mud pokeberries, and oak balls in Georgia.

#### Utilizing farm to increase income.

All this added income serves as a saving of costs from cotton to purchase farm and home equipment from other regions. Home demonstration workers

stressed increases for the home income with a view to adding conveniences and simple luxuries as a major objective during the recent period of depression, and it has been an important advantage to the program of 1937 for on many farms a substantial addition was made to the income of the home from the sale of home products, canned foods, meats, vegetables, fruits, poultry, and dairy products.

How productive phases of the work have contributed to the cash income of farm families is illustrated in Florida where sales from these home industries brought \$199,863.14 in cash to farm women and girls in 1936. Every bona fids 4-H girl is required to conduct a "living, growing demonstration" in her home. This demonstration may be gardening, poultry, bee-keeping, or a related activity. Alabama has made an exhaustive survey of the cash-income earning activities of girls and women enrolled in home demonstration work. Curb-market sales totaled \$324,270.45; vegetables sold from home gardens (11,005 families reporting) totaled \$175,032.00; food-preservation products sold (4,736 families reporting) totaled \$26,977; dairy products sold from home dairies (9,077 families reporting) totaled \$335,221; poultry and eggs sold earned \$770,169; other home industries brought \$11,703; money earned in other ways amounted to \$28,511; while prizes won added \$12,344 to the sum total of cash received, \$1,684,227.45.

#### Poultry.

Interest in poultry as a dependable source of income is increasing. A report from one of the demonstration poultry farms in Rankin County, Miss., indicates what the demonstrators are doing and what poultry producers can do by following approved poultry practices. This flock was composed of 373 hens which laid 64,144 eggs during the year, or 172 eggs per hen, which is three times the average of the State record.

A total of 5,294 dozen eggs were sold at an average price of 24 cents per dozen, or a return of \$1,352. Subtracting feed costs, the labor income was \$780.

The average production per hen in flocks of Texas poultry demonstrators was 149.8 eggs. The general State average is approximately 90 eggs per hen. The high production of demonstrators' flocks is attributed to correct rations and increased care resulting in healthier birds, together with the culling of 34.4 percent of the hens as needed to eliminate nonproducers.

Demonstrations carried on with 344 farm families in North Carolina involving 663,329 birds showed an average of 192 birds per farm as compared with the last United States census report, indicating 89 percent of farms had 49 or less birds per farm. The 1936 home demonstration reports show 19,212 North Carolina families with a year-round poultry- and-egg supply for the table.

In Louisiana during 1936, 4,624 boys and girls were engaged in 4-H poultry club work. In Oklahoma, 228 schoolhouse poultry and egg shows, the State baby-chick show, judging, culling, and disease-control schools, furthered the poultry program. Poultry was a major industry in South Carolina.

Utilizing farm-home products to increase family income was an important part of the home demonstration agents' plans of work in many States during 1936.

#### Club markets.

The use of the club market increases each year. The manner in which individual club members have increased their sales as a result of satisfactory prices received in club markets is revealed in the story of a Hinds County, Miss., 4-H Club girl, who started in 1934 by buying 400 baby chicks. She raised 350, sold \$181 worth of chickens, and kept 45 pullets and three cockerels. Sales of garden products added \$134 to her cash income. Receipts from home-baked bread added \$27, and surplus pork brought \$5.30. In 1935 her poultry sales totaled \$184; flowers brought \$28; bread \$28; vegetables \$72; fruit \$6.50; dairy products \$1.50; meat \$35, and special orders for vegetables, cantaloupes, and poultry \$427.

In 1936 similar market sales brought a total of \$590 which, added to the 1934 and 1935 returns, gave this 4-H Club girl a total cash income for the 3-year period of \$1,360. She has used this money to purchase needed clothing and to pay part of her expenses at Hillman College.

In Arkansas, 11 home demonstration club markets where everything from dressed chickens to quilts was sold added \$13,772.06 to farm-family incomes. Eleven organized farm women's markets in Texas reported 133 people selling \$21,530.79 worth of products. In North Carolina, 36 farm women's markets did the business of \$266,841.99, with 1,433 producers selling regularly. The best sellers were dressed and canned poultry, eggs, fruits and vegetables, cakes, meats, and dairy products in the order mentioned. Twenty-six farm women's markets operated in South Carolina and eight in Oklahoma. In Virginia 13 cooperative markets totaled sales of \$89,555.

#### Individual sales.

A second type of farm women's marketing sales to merchants, institutions, and individuals added to farm incomes. Sales by North Carolina farm women in 47 counties amounting to \$346,502.68 in 1936 made a grand total of \$608,344.67 sold in an organized way by farm women in the State.

#### Income from tourists.

In Maine the tourist business is increasing, and Maine farm families are being encouraged to add to their incomes by catering to the needs of tourists. In addition to paying for lodging and food, summer tourists are also buying the first-quality home products which Maine women have learned to package attractively.



### Other revenues.

Basketry has added \$2,281 to family pocketbooks in Arkansas. Rug making is the most profitable home industry in Oklahoma. Buckeye hats and boutonnieres are among the handicrafts netting cash. Beekeeping in a modern way is increasing in Louisiana where farm people have mastered fancy packing of honey for commercial trade. Other home-made products bringing revenues are belt buckles and buttons made from walnuts, handkerchiefs, fruit cakes, and various handicrafts utilizing native materials such as honeysuckle, oak splints, rushes, corn shucks, broomcorn, rye straw, and pine needles.

### Home management.

How to keep the house clean and orderly with the least amount of time and effort are topics that appear yearly in home-management programs. Unusual progress was made in 1936 in establishing better storage spaces, in the elimination of household pests, standardization of cleaning methods, and general sanitation. Farm homemakers have commented favorably on assistance given in teaching them how to make simple, inexpensive cleaning formulas. Home demonstration agents have developed the idea of management and wise planning in all phases of farm-home life. Increased interest has been shown generally in better management of time, energy, and income. Account keeping, business centers, and family councils have increased.

Probably no better illustration could be found of the effect of home-management work than that of a Merced, Calif., family, Mr. and Mrs. Snyder, who appeared before the American Bankers Association at their San Francisco conference as a result of the bankers association's request to the home extension office for some type of demonstration in home management. The Snyders have been good cooperators in the farm and home accounts and in other demonstrations, both on the farm and in the home. Mrs. Snyder has never missed a home demonstration meeting in the 13 years of her married life. She told the bankers her babies were accommodating enough to arrive between meetings. She carried out nutrition practices with her family of six, and credits home demonstration work with saving the life of her first baby by helping her work out feeding formulas after everything else had failed. Their home has been remodeled twice under extension supervision. Before the interview was over the bankers took over the conversation and secured a genuine picture of family farm life through the Snyders' answers to their questions on finances, farm management, and family relationship.

The Iowa State report says, "Three courses were offered in home management, (1) How efficient practices, sanitary measures, and money planning contribute to the successful home, (2) How the well-planned home creates leisure time, (3) How the business side of homemaking contributes to the mutual understanding and happiness of the family. Also a part of the course was 'buying problems of the home.' Altogether, 12,168 persons were reached in these courses."

The Utah State report says, "House-modeling plans have been studied with a view to providing home conveniences at small expense. One bathroom



contest was held. Practical and speedy methods of cleaning the house and keeping it clean have been continued. Many favorable comments were received regarding the value of recommended formulas."

The Indiana State report says, "More stress was laid on management phases of homemaking, planned schedules for work, and leisure hours and better equipment. Social phases of family living receive a large share of interest."

The Alabama State report says, "Increased home production of commodities needed for family use was the home-management goal. As a result 2,810 families report home production of more than one commodity needed and 1,092 families supplemented income through home-industry activities. A further goal was keeping and analyzing of home accounts; 584 families kept home accounts; 838 used plan for budgeting their expenditures in relation to the income. The estimated saving due to the Alabama home-management program was \$38,890."

The New Hampshire report says, "Development of a home cleaning basket for storing soap, furniture polish, and other cleaning materials proved popular in home-management work. Information on cleaning of materials and surfaces was given."

The Louisiana State report says, "The Lincoln Parish agent reported 'A look into the kitchens before this work was started and now at the close of the year would be ample proof of the practices that have been adopted. The results are most gratifying. The people of Ruston and other communities where there are no home demonstration clubs, have called on the agent for help pertaining to home management.'"

#### Money management and budgeting.

With more money available in farm homes throughout the Nation efficient spending grew in importance and the use of budgets was encouraged, as indicated by the following State reports:

Connecticut: "A project small, so far as numbers of families involved, but important and fundamental to our whole homemaking program has been the accounts project conducted in connection with the home-management program. It is time consuming work which should, I believe, influence the entire extension program of the State. Primarily farm business is carried on to provide a desirable living for the family. This being true, only through a study of expenses compared with income is it possible to evaluate the family situation and plan the farm business."

Illinois: "More women planning clothing budgets and keeping accounts, family food and canning budget study."

California: "Economic phase of clothing was taken up. Clothing accounts and budgets advocated; 779 women keeping home accounts; 210 children keeping personal accounts."

Rhode Island: "Increase in members cooperating in budget making."

Iowa: "Home account records started."

West Virginia: "Requests for lesson material and for classes at camp indicate increased interest in time and money management."

North Dakota: "Food budgets emphasized because of low-income level prevailing in the State."

Tennessee: "Keeping of home accounts a major home demonstration activity in 20 counties."

Wyoming, Washington: "Money management emphasized."

Alabama: "Seven thousand six hundred seven families produced family food supply according to annual food-supply budgets."

Indiana: "'Wise use of family income,' a series of studies in family finance given in five counties."

Texas: "Seven thousand nine hundred sixty-two families reported getting good results in the following planned budgets: year-round garden, standard poultry flock, milk supply, and meat animals as needed."

#### Consumer education.

Interest in this subject is coming from many quarters in addition to that directly from the homemakers, namely, home-economics and social-science courses, women's clubs, professional associations such as the American Medical Association and the A. A. U. W., and current magazines.

Consumer education involves the choice-making phase, minimum of time and effort in buying, and the consumer-retailer relationship; also the use in caring for goods in order to get maximum results. State home demonstration agents report that education in basic choice making is needed in order to offset the effect of modern advertising.

#### Foods.

Better home gardens and planning for a balanced diet were encouraged throughout the Nation. Demonstrations and studies in meal planning, and in food selection and preparation for the prevention of nutritional diseases and for vigorous health met with excellent response. Progress was noted in providing greater variety of improved farm-home products.

The Mississippi report says, "The huge food program was made possible by the cooperation of 2,306 local garden and canning leaders. Two from each home demonstration club attended the regular monthly training meetings, aided in giving demonstrations, took part in discussions, and then assisted the home demonstration agent in carrying programs back to their clubs."

Production and use of edible soybeans as a substitute for meat and milk was encouraged in sections where families do not have enough of these products. The high interest of rural girls in foods and nutrition was evidenced by the fact that 10,104 girls enrolled in this work."

In South Dakota, demonstrations on planning the family's yearly food supply reached 60 counties. North Dakota reported using more raw vegetables and more eggs. In Michigan, good buying practices were emphasized. One county concentrated on this and reported 223 families improving the nutritive value of meals without increasing cost. In Indiana, 28,424 quarts of meat and 237,019 quarts of fruit were canned in 10 counties.

In Iowa, 2,439 women reported having lowered the cost of adequate meals through careful planning for use of home-produced foods, also through careful buying. The report says, "Winnebago County agent summed up importance of foods and nutrition: (1) The health-giving value of the meal has received considerable attention by the homemaker as an outgrowth of the careful serving of meals and emphasis on good school lunches. (2) Ease of preparation became a more important attribute of the menus planned by the farm homemakers. (3) Home-produced foods became more enjoyable because of new ways of preparing them. (4) Canning, storing, and preserving home-produced foods received more intelligent consideration by the farm women. (5) 'Variety is the spice of life' became 'Variety is the spice of the meal' to the rural women who have been studying nutrition. (6) Hot food at noon for the school child was recognized as an important item in maintaining health of the child."

In North Carolina every organized county (79 for whites and 12 for Negroes) reported canning for winter use with a total output of 6,626,413 cans filled valued at \$964,101. In Oregon, home food preservation and vegetable cookery led in interest. The Nevada report says, "Wholesome and economical ways of preparing food presented to children under 4-H and keep-growing demonstrations were effective because parents listen to their children when no other medium interests."

New Mexico agents report that uses of home-grown vegetables were demonstrated, stressing importance of proper methods of cooking in order to conserve valuable minerals. Emphasis in food work in Virginia was on low-cost foods and emergency diets. Providing more adequate food-storage space was stressed in Alabama where meal planning and food preservation developed from point of view of health, economy, time, and family relationships. In Connecticut, "Meals for 100-percent Health" was nearly a State-wide project. Of particular importance in Maine have been the canning centers held in a majority of the counties. In one community 60 percent of the children were having no daily vegetables besides potatoes. In many cases nutrition information was adapted to meet the needs of those on very low-income level. Home production of food was important in home demonstration plans of work in Maine.

The California State report says, "Statistics are inadequate in picturing results of nutrition work. Money saved is of small consequence



when contrasted to health maintained or improved. About 7,000 farm families report the practice of desirable food habits in the adequate use of milk, vegetables, fruit, eggs. Four hundred forty-five mothers report adopting prenatal or nursing practices. About 42,000 containers were filled with fruit following home demonstration information."

#### Clothing work.

Clothing subjects led in interest in the Eastern States, and improvement of the family wardrobe was a part of extension agents' work throughout the Nation. Practical suggestions to homemakers included analysis of when it pays to sew, use of short-cut methods in construction, education in textiles, thrift methods of buying, analysis of past purchases, clothing storage, home tailoring, good grooming, good laundry and dry-cleaning methods, and good lines in dress. Coat schools were popular. In Wisconsin, because of drought conditions, phases of clothing construction rather than clothing selection were chosen for emphasis. In Pennsylvania, how to distinguish different materials was a special phase. In Vermont, clothing work concentrated on home tailoring and good grooming with home-made aids.

This was the first time in several years that clothing has been carried as a major part of the home demonstration program in South Dakota. It had been several years since the people have been able to afford to buy new material or new garments. "Cotton for Style, Speed, and Saving" was one phase of the work, and "Keeping the Family's Clothes Reconditioned" was another.

Michigan women seem to appreciate most of the money they are able to save by making their own clothes, by remodeling and by tailoring. The report says, "Probably more satisfaction comes from a well-made coat or suit than any other type of sewing a woman may do. It was also pleasing to the husbands."

Sewing-machine clinics were held in Ohio. In Indiana information on the economic value of clothing and the aesthetic value of being adequately clothed was given. Lake County's estimated savings through the clothing work was \$5,137.35. In New Mexico, a consumer education in clothing was given attention.

As an interesting side light on the interest of men in the home extended to sewing; the Pima County, Ariz., agent reports, "Although the husbands do not attend the meetings, they are enthusiastic supporters of the work. For instance, the agent showed a patent skirt marker which marks the hemline by the use of powdered chalk which is forced through a rubber tube, enabling the worker to do her own hem marking. One woman's husband duplicated the contrivance by using a quart can which had held sheep dip. Another ordered one of the patent markers for his wife."

In Washington, the extensive exhibit of clothing at the State fair was evidence of the great amount of clothing work done by the 4-H Club girls; 2,708 girls completed all requirements in their clothing demonstrations. "The Clothing Supply for the Florida Farm Family," with special emphasis on the



mother's personal wardrobe, was a Florida demonstration which included information on the articles needed for an economical and becoming wardrobe and included inventories of personal clothing on hand and clothing account records.

The Louisiana "Dollar Savers and Stretchers" demonstration included dry-cleaning at home, remodeling and renovating clothing, removing spots and stains, dyeing and redyeing at home, home laundry problems, and storage of clothing. The Texas report says, "Typical of the reports of the farm women who made clothes closets as part of their wardrobe work is that of a Foard County home demonstration club woman who built a closet out of scrap lumber for 80¢ and said, 'It peeves me to think of all the years that I hung clothing on nails in a corner when I might have had a well-equipped closet for so little'."

From Oklahoma comes an example of clothing work as reported by Mrs. Pauline Foster of Fort Cobb. She planned her wardrobe, kept her clothing accounts, improved her clothing storage space by making a new closet, remodeling an old one, adding 2 rods for hangers, 2 storage boxes, 2 garment bags, 3 shoe racks, and 2 hat stands. She made 1 suit, 10 dresses, 3 slips, and 1 hat and remodeled 2 coats, 3 dresses, and 1 slip at a total clothing expenditure for the year of \$20.08. In addition, Mrs. Foster helped 6 women with clothing work.

#### Better homes--home improvement.

The various State home demonstration plans of work covered all phases of home improvement. Kitchen improvements took precedence in many communities. One of the most encouraging aspects was the large number of water and light systems installed and the kitchen rearrangements for greater convenience and timesaving. Stimulating subjects such as "Color and Cheer in My Kitchen" and "Home-made Kitchen Conveniences" as taken up in Wyoming encouraged interest. Better bedroom demonstrations continued to be an important phase of home improvement; both interior and exterior improvements were included in the plans of work.

California reports, "Special meetings on upholstery were held; 4,024 pieces of furniture remodeled or refinished, and a long-time bedroom program continued."

The New York report said, "Demands continued for the kind of assistance needed during the depression such as rebuilding, reconditioning, and refinishing of furniture. Some groups were able to build their kitchen equipment, as well as to rearrange it, and others wish to apply their new knowledge about home kitchens, to community kitchens, grange halls, churches, schools, and community houses. These examples indicate ways in which the progress of economic recovery was reflected in home agents' programs."

In Texas, a completely new subject, "Repair of the House" met the demand from home demonstration women for special help on home improvement. Bedroom improvement continued to be a major demonstration, with beds and

all the articles needed for a well-equipped comfortable bed continuing as a main objective. County home demonstration agents concentrated on mattress making, the repair of springs, securing lightweight, warm bedcovers, the selection of bed linens, bedspreads, bed-making, and storage of bedding. Geneva Enloe, of Castro County, and Edith, her 11-year-old sister, picked over 15 acres of cotton, enough to make Geneva a 53-pound mattress. Geneva is carrying out the principles recommended for the care of the mattress by covering it, sunning it each week, and beating and turning it each day.

In Kansas, directions on converting old feather beds into up-to-date mattresses was given in connection with work on the improvement of the bed and its equipment. The washing and cleaning of old feathers also was discussed. Arkansas received the highest number of awards given one State in the National Better Homes Campaign. One thousand three hundred and eighty-two communities participated in home-improvement extension projects as compared with 862 in 1935. "Living in the Home" was a special phase in the home demonstration program of Blue Earth County, Minn., to make the homes more livable, both inside and outside, so that our young people will stay at home to enjoy them. Rug making was taught at special meetings in some counties. In Vermont, 2,883 kitchens were rearranged for greater conveniences, and 955 homes put in electricity.

#### Social welfare--morale.

Closer understanding and better spirit between individual members of a family and an increased concern for the older youth have dominated the morale-building side of extension programs. Long-time objectives in all States are aimed at two purposes, (1) a comfortable, livable home where farm life may bring satisfaction and where the child may find security from birth through the adolescent period, and (2) a vitalized rural community where men, women, and children come together for planned work, recreation, and community development. Community landscaping, beautifying church grounds, and roadside improvements occupied the interest of whole families in North Carolina.

The Arkansas report illustrated what happens at camps, "Farm women take annual vacations from home, husbands, and children, in a training course at military Camp Pike. Clothing exhibits, dress contests, song fests, go hand in hand with speeches and debates. Life has not been easy for Arkansas women. Floods, insects, and drought have worn at their courage but the 1,100 rural homemakers have an answer to all their discouragements as county after county makes reports in a festival of achievement. Women leave the camp with a new vision and a strengthened morale."

In one county in Iowa, a nondenominational Sunday School was organized by the home project leaders. The average attendance for 6 months was 60 per Sunday. The 17,853 girls and women, who are members of the 806 organized home demonstration clubs, the Florida report says, have become real leaders and dynamic forces in developing community-improvement demonstrations. Great has been the development of the capability of these leaders for the extension agents. Each club leader is specially trained



in some phase of home demonstration work and serving as chairman of that particular activity in her county.

In Louisiana, 329 community fairs were held. There are 77 community clubhouses in Louisiana. Forum and parish discussion groups were held in 50 parishes to discuss national topics. Washington Parish led in awarding blue ribbons for character. Twenty-eight men and young women were given blue ribbons of character at the parish fair in Franklinton with 14 organized communities represented. More than 300 orchestras and choruses have been formed. In Maryland, the Rural Women's Short Course has become an outstanding achievement in the field of adult education and the training of the community leaders. Membership in the Self-Improvement Reading Course in New Hampshire, which was started by the home demonstration department with the cooperation of the State Library Commission, was more than doubled in 1936 when more than 1,300 rural women took advantage of this chance to get access to six excellent books.

One Oklahoma agent wrote, "The results shown on paper do not measure the results accomplished in this phase of the work. Fifty-five percent of the women answered roll call in October by saying that the discussion demonstration on "The Wholesome Child's Questions" was the most helpful demonstration given this year."

An outstanding work of the home demonstration organization in North Carolina is the loan fund, established in 1927 for the purpose of enabling rural girls to obtain a college education in home economics. Starting with \$665.25, the fund is now valued at \$7,500. During the 9 years of its existence, 16 rural girls have received assistance from the fund; 5 of them have finished college and are doing excellent work as home demonstration agents in North Carolina in 1936.

### Health.

Although health knowledge and health habits are of importance to all groups, it is the lower-income group to which it is of first importance. In spite of our nutritional knowledge now available, 30 percent of the entire population is suffering from malnutrition, and 26 percent of our children are suffering from serious physical defects such as heart disease, defective ears, eyes, teeth, and bone structure, and tuberculosis, as a result of malnutrition. Since malnutrition is due not so much to underfeeding as to misfeeding and the inability of the body to utilize foods, increasing attention is being paid by home demonstration agents to the prevention of respiratory diseases by health education and proper nutrition. Since those people with the lowest income also have the least contribution from gardens, they are the ones who suffer most from dietary deficiency diseases. The planning for them of the use of protective foods to supply minerals and proteins is a fundamental in the health program throughout the States. "Foods for Health," "Feeding the Family," "Low Cost Meals to Meet Health Requirements," "Feeding the Family the 4-H Pantry Way," and "The Food and Feed Budget for Farm Families," are samples of activities stressed. In Rhode Island, the nutrition plan, "Cost of Foods," has as its

objective to promote positive family health with as little cash outlay for food as possible; to raise standards in cookery of simple dishes. The relation of food to health was emphasized in North Carolina as a check was made on the health of the family in relation to food produced in the home. In North Dakota, 1,185 women filled in the "Measuring Stick" to check on the physical health of the homemaker and her ability, efficiency, and skill in household tasks. The program "Building for Positive Health" covered the importance of food habits. Health examinations were given 436 North Dakota women during the year.

Families in Michigan are seeing the effects of better food habits in fewer colds and better health conditions generally. The cooperation of the Kellogg Health Units was secured in putting hot lunches in the schools. In Oregon, record books in growth and health show 3,921 cases of improved physical condition for club members. "Signs of a Healthy Child" was a phase of the child-health-and-growth program in Wyoming. In Florida, education of farm people to the dangers and sources of hookworm, the mosquito, and other disease-producing factors, has been included in all phases of home demonstration work. One hundred twenty-five sewage disposal plants and 456 homes were screened. Giving their babies a healthy start in life is the interest of the 5,382 Arkansas rural women who are following directions in child care and feeding.

Information concerning prenatal care, habit formation, and feeding the child from infancy to school age, has brought results such as that reported by Mrs. Sam Taylor, of Kress City community in Arkansas. Her sixth child, the only one raised "by rule" is the only healthy, good baby in the family.

The home demonstration agent in Pueblo County, Colo., conducted an outstanding campaign on "First Aid and Safety in the Home" in cooperation with local organizations. Centering around the one theme "to attain to hold, and to enjoy good health for better living," the entire report of Uintah County, Utah, makes health the hub around which the spokes were adequate food supply for proper body nourishment, happiness, and encouragement as attained through the well-managed home, better living through convenient and attractive homes, financial and aesthetic satisfaction through carefully planned wardrobes. The Nevada State Journal of May 1, 1936, in discussing Washoe County Keep-Growing Achievement Day, stated, "This Keep-Growing project is one of the finest of the many activities sponsored by the Agriculture Extension Service and has achieved splendid results in Washoe County in building up the health of youth. In a few years the activity has expanded rapidly from a limited number of schools until it now embraces 24 and approximately 1,200 children in the county."

Individual and community health are stressed in child-development and family-relationship courses in Iowa. Where individual health improvement is concerned the following comment from a woman in Dickinson County, Iowa, is of interest. "My little daughter has been underweight and delicate. After I had taken the lesson on training the appetite, I went home determined to see if I could get her interested in using the food chart. I explained the chart to her and she responded at once. Since then she



has been scoring herself on the food chart. She has made a gain in weight every week. She sleeps better, and her school work is much easier for her. She does not have candy as she did formerly.

The major health work in Connecticut was a series of five meetings on first aid, a much-needed bit of work in rural towns. Clinics for health and proper food will be continued in the Maine program. Comments from agent's reports indicate the clinics reached people who never before attended meetings, people who need help and information badly. In one clinic, 7 out of 21 children were found to have indications of rickets. Milk drinking was put into practice in the schools of one community. There have been many throat operations and considerable dental work as a result of the clinics. It has been satisfying to the extension agents to see the change in attitude among farm-bureau members regarding clinics. Women who were not the least bit interested at first are now in favor of them. The chairman of one group said "I am so glad our group decided to sponsor this clinic. There is certainly need of advice on good nutrition here." Under the program for safeguarding energy and strength, 5,927 clubwomen had health examinations upon recommendation of extension workers; 16,899 women improved health habits; 12,645 women improved posture, and 19,934 report improved health as a result of the home-health-and-sanitation program. In Georgia, the relation of foods to the physical body and the changing of attitude toward customary dietary habits, featured nutrition work, with stress on correction of weight, constipation, anemia, and pellagra.

#### Recreation.

Emphasis has been placed on recreation for the family circle. This embraces a wide field of activity including plays, song fests, community choruses, reading, games within the home, folk dancing, and general community and camp activities.

Oregon has developed a wide recreation program. Community social organizations incorporated the formation of 10 institutes, 3 county projects in public speaking, 13 county homemakers' vacation camps, 9 county training institutes in community dramatics, and 6 counties sent plays to the State one-act-play festival. One of the features of the Oregon women's camps has been a period called "Shop for a Hobby." Out of it has come a hobby show at the annual meeting. The recreation specialist reported that the hobby show attracted more attention and comments than any other single feature on the program. New York reported renewed interest shown in the purchase of play equipment and of books for homes or for local playgrounds and libraries.

The Massachusetts plan of work in recreation has been commended because of the broad view of the scope of recreation. Plans are followed to encourage local people to study and solve recreational needs in their own communities, and cooperation is maintained with all related organizations.

Recreation is a State-wide project in North Carolina, introduced at home demonstration club meetings by singing and short plays followed by tea;

organized courses, local and county-wide husbands' nights, community suppers, square dances, and singing games. The home demonstration clubhouses have proved effective in promoting community recreation; 192 were built in the past 3 years with WPA assistance.

Women are finding a new meaning in handicrafts and are learning to appreciate workmanship and beauty in the traditional arts handed down from their ancestors. Sometimes these recreation hobbies become money-making industries. Mrs. E. L. Bryan of Durham County, N. C., grows her own broom-corn and in 1936 made and sold more than 600 hearth brooms which she had decorated attractively with paint. She received \$302.50 in cash for them.

Worcester County, Mass., has developed an outline study for their women called "Training for Leadership." It includes recreation and community service. Young people have been used successfully as recreation leaders in Nevada. Reading in the home is of State-wide interest among home demonstration club members in Kentucky, where it has been a club goal to sponsor recreation for the entire community. Social programs, some for profit, but many of them simply community services, have been sponsored in 513 instances in this State. In South Carolina home agents gave recreational programs in 682 communities. Dramatization was encouraged. In many of these meetings men, women, and children participated. One of the poorer counties in Arkansas where cash for commercial amusements is not available, reports successful results with home-made fun.

"Legends of Texas Wild Flowers," an extension radio program, led to wide interest in flowers generally and in other legends. The 4-H Club boys and girls of Bexar County, Tex., for the first time, planned to enter 10 floats in the "Battle of Flowers Parade" at San Antonio.

#### 4-H Club work.

This work with the boys and girls of the Nation has increased in volume as well as in the scope of its activities. Some success has resulted from the effort to increase the duration of membership of individuals and to create activities to interest and benefit those in the older-youth group. The increased enrollment in 1936 over 1935 was 147,764 boys and girls. 4-H Club work has the universal approval of rural and urban people. It has the endorsement of all religious creeds and is a Nation-building enterprise. It has been described as the greatest and most significant movement in rural America today, with an enrollment of more than 1,145,508 members. An editorial in the Nevada State Journal of July 29, 1936, says, "The 4-H Club program is one of the most important of all activities sponsored by the Agriculture Extension Service and Farm Bureau. All projects are along practical lines and the training secured is invaluable."

In the majority of 4-H Clubs each member is required to carry some major productive activity as gardening, poultry, or farm fruit plot, as well as a minor demonstration such as the family's millinery or winter clothing. The productive activity must embrace all phases of the work. Demonstrators in gardening selected a plot convenient to the house and



well drained, prepared a planting plan for a continued supply of vegetables during the growing season, selected good seed, prepared and fertilized the soil, planted one-half to 1 acre garden, kept it in good condition, graded and bunched garden products when offered for sale, provided storage and conserved 12 containers, and prepared and served these products at least 6 times during the year. Poultry demonstrators provided the family with a sufficient amount of poultry and eggs for home use and a surplus to sell, took charge of the family flock, housed and fed it properly, fenced it if possible, culled when necessary and kept a daily record on a poultry calendar, producing at least 60 pullets, canning 6 containers of quality products, and prepared poultry products and served them properly. Additional phases taken up included good grooming in North Carolina, a joint project for boys and girls; State-wide cotton-dress contest for older girls in Tennessee; the health contest in Alabama, tours, club rallies, encampments, and various other activities. Wildlife conservation is under way in Washington, Utah, Wyoming, and many other States.

#### Negro women and girls' work.

Raising the standard of living and improvement of homes are the principal objectives of extension work with Negroes. The live-at-home idea is the basis of Negro work. Demonstrations have been the main means used to bring the message of better living. It is important to keep the program within the means and ability of the Negroes to perform. Subjects for Negro farmer discussion groups are being expressed in their language, dealing with the problems in keeping with their experiences, and are finding a ready response from the group with many of the farmers endeavoring to put into operation the recommended practices.

A new motion picture filmed by the Extension Service released for educational purposes in 1937 shows the scope of Negro extension activities in the South.

Negro extension agents' 1936 reports show they believe in and practice the wisdom propounded by their great educator, Booker T. Washington, who said: "I believe that any man's life will be filled with constant and unexpected encouragement if he makes up his mind to do his level best each day, that is, tries to make each day as nearly as possible reach the high-water mark of pure, unselfish, and useful living."

Two years on a farm represent the average length of land tenure. The annual moving habit of Negro tenant farmers constitutes an important problem which is increased by the low economic status of the average farm family which causes supplies not only to be insufficient for the livestock but inadequate to maintain the family dependence.

The work done with Negro 4-H girls is considered most important, as in most instances this is the only training Negro girls receive in homemaking and management. The 4-H Club girls were given training in gardening, canning, poultry raising, dairying, home improvement, foods, nutrition, clothing, sanitation, and health. Some time also was devoted to recreation.



but the products which bring cash returns appear to be the important need in their lives.

An increasing spirit of harmony and cooperation between the races is noticed in the South, as it becomes apparent the Negroes are trying to help themselves in their upward struggle. The paramount need of the Extension Service with Negroes is expansion to the point where more families can benefit by its teaching. An idea of the extent of the work may be gathered from the fact that the present Negro rural population now being served by Negro extension agents is equal to 2,984,491.

#### Publicity.

Radio became an increasingly important factor for publicity in connection with Extension work. Monthly, weekly, and in several instances daily radio programs were conducted under extension director. Exhibits continued to be popular at fairs and achievement days. Achievement days at the culmination of a major activity in the program furnished the occasion for much newspaper publicity, drew large crowds, and interested State legislators and public officials.

The greatest agents for publicity continue to be the weekly and daily newspapers and farm magazines. The editorial office of the Texas Extension Service sent out a total of 81 releases on "spot news" which went to the Associated Press and United Press and appeared in thousands of newspapers. From the same office came 122 special releases and a weekly press letter on extension activities to all newspapers in the State; in addition, 12,500 copies of the Extension Service Farm News were issued each month. The Texas State publicity goal called for each county home demonstration agent to write 8 demonstrator-cooperator stories per month and 3 feature articles per year; 97 agents met this goal; at least 49 counties have had an active reporter in each girl's club and 69 in each women's club; 65 counties have a reporters' association. Typical of their work comes this report from the reporters' association of Erath County, "This group met every month of 1936 except one. The club reporters throughout the county wrote 418 news stories, or an average of 35 stories each month.

In other States extension agents indicate a weakness in publicity due to lack of trained writers. North Dakota reports, "No home economist is available to take the responsibility of interpreting the home-economics program to the public." A State-wide publicity contest conducted by the Federation of Homemakers of Kentucky is for the purpose of encouraging more and better publicity by homemakers. Club secretaries are the local publicity chairmen. Annual reports of this and last year show an increase of publicity articles from 2,906 to 6,175.

In Connecticut, four papers carry a column entitled, "Around the county with the home demonstration agent." In California anniversaries of county home demonstration beginning give opportunity for extra publicity.

## Home Demonstration Work in the Territories

### Alaska.

Women in Alaska are like women everywhere. When it came to actual vote on determining extension activities to be undertaken the large majority of women showed that their interest was in clothing, chiefly in the construction phase. The needs of the native homemaker are urgent. But it is practically impossible to assist the older women, and hope lies entirely with the girls through 4-H Club work.

The greatest need in Alaska is for improved methods in nutrition and sanitation and to instill in the women pride in their native handicraft. Suggestions for prenatal and infant care are welcome and needed. By coincidence the Alaska home demonstration agent encountered some results of her work while traveling on the train from College to Palmer. On a trip of this sort in Alaska, there is much informality and much introducing. The agent said, "Such was the case last summer. As I was being introduced to a young woman with a 3-month-old baby she said, 'Well, I know who you are and you should be interested in this baby for you have helped care for her.' Naturally there was some degree of wonder.

"It seems that when she knew the baby was coming, she was a little bewildered since she lived in such an isolated region far from any doctor or even another family. So she said she thought she would try the Extension Service. Then she said, 'You sent me such helpful material and wrote me such a nice letter, and I did everything I was supposed to--and here's the result. How do you like her?' She was a very fine specimen of a healthy baby."

Mrs. Erskine, a fine upstanding woman and a real community leader in Kodiak said, in speaking of the newly organized homemakers' club, "This is the finest thing that has ever happened to our town."

### Hawaii.

The program and procedure of work in Hawaii is similar to that in the United States. The prevalence of uneducated rural inhabitants makes the extension of the work seem to proceed slowly. The simplest instructions and demonstrations have to be repeated time after time in certain areas where few of the older women read their own language. Transportation presents another problem. In spite of this, growth in members in home demonstration clubs proceeds steadily, with an approximate one-third increase in 1936 over 1935.

The most important phases of work developed are foods and nutrition, economical choice of clothing, home industries, home furnishings, and child training.

## Puerto Rico.

Work in Puerto Rico was entirely with individuals, each of them "demonstrators" until the last 2 months of 1936 when club organization began.

Men are especially interested in this new home demonstration work, which began in 1934. Since they must be interested before any member of the family can be enrolled, the Puerto Rican home demonstration agents have some men working either in home industries, canning, gardening, or poultry.

The progress achieved by 4-H Club girls is phenomenal. The girls in the Caguas district furnish us a good example of these most enthusiastic and ambitious groups. The Puerto Rico assistant director in charge of home demonstration work reports, "They have already collected money from various activities for material for construction and will soon start the building of their clubhouse. The fathers and brothers of the girls in the group will erect the building and the girls will do much towards furnishing and equipping the clubhouse themselves.

A set of cooking utensils will be assigned to these clubhouses from the equipment given us by the Federal Emergency Relief Administration."

The need for the development of home industries was felt when the girls were unable to make the improvements in the homes, the family income already being inadequate. Home-industry work is being started. Districts where coconut palms are abundant are developing industries using the different products from the coconut palm, as the leaves, shell, flowers, and husk (hollejo). Purses, calendars, scrapbook covers, desk sets, hot-dish pads, bedroom slippers, baskets, and knife and pencil cases have been developed from the coconut palm. These articles have found a ready market.

"Fresh vegetables for the table throughout the year and can the surplus," has been the slogan of every home demonstration agent in Puerto Rico.

## SURVEYS AND PROGRAM PLANNING

The general trend is to unify all the family programs, as it has been shown programs are most effective where the whole family is cooperating. The opportunity for placing additional county home demonstration agents in the field through the acquiring of Bankhead-Jones funds and the change in economic conditions made county- and area-program planning of special importance. Another factor of great moment is the opportunity and need for working out cooperative arrangements and programs with the other related Government agencies.

What is the family income? How much is available for family living, food, clothing, operating the home? Using income as a basis of program



planning, which actually is the problem approach in the greatest number of cases, is taking the place of the project approach.

Drought and depression conditions contributed to the economic situation, and extension workers were faced with the problem of bringing about needed adjustment in the business of farming and homemaking. Increase of farm income was vital and was given consideration in every national, State, and county extension program.

A farm and home demonstration outline for combining farm planning, budgeting, and record keeping, was used in the South to coordinate balanced farming for the greatest net income and resultant improved living, improved land and equipment, and increased savings.

Factual data and personal observation were combined with consultations among local groups in analyzing the new and ever-changing situations and obtaining the final decision on program mapping. Realizing that the usual survey data would not give a complete picture of the most vital needs of the lower-income groups, extension agents have worked closely with related Government agencies and with individuals within the community to determine the important needs in order that the needs of the greatest number might direct the shape and content of programs for adjustments in agriculture.

The tenantry situation needed to be taken into consideration in many communities; this, and the results of factual data regarding existing nutrition deficiencies, made it imperative that emphasis in the home demonstration program in the majority of States be placed upon the production and conservation of a year-round food supply based upon the dietary health, home-improvement, and clothing needs of a farm family.

The placing of responsibility on farmers and homemakers through the farm and home council has strengthened the extension program. At the annual meeting of the farm and home council in Colorado the needs and problems of various communities were presented as a basis for determination of county programs. In other States homemakers' clubs did a similar service. In order that the subject-matter specialists in home economics may employ their time and travel to the best advantage, Colorado was divided into four sections, and for a period of 4 consecutive months each specialists conducted leader-training meetings in the 11 counties of her district. At the meetings, the specialist presents only the subject matter, the meeting being really the responsibility of the county worker.

There is growing recognition of the need for joint planning by specialists, so they will contribute to a well-rounded farm-and-home program. State agents report a definite trend to increasing interest in health and parent-education work. In Massachusetts, parent interest is changing from a specific problem solving to a searching for understanding of human nature; seeing the problem as one of inter-relationships, of dovetailing needs of parent and child for combined success and happiness. This has been indicated by the overwhelming response to the new plan "Understanding Ourselves

and Others," which came about as a result of direct request from former group participants.

Reports from State after State and county after county contained this expression, "Emphasis was placed on adequate diets to maintain health standards." Typical of the scope of work covered in the South were activities included in North Carolina's 1936 home demonstration plans of work; food production budget, home garden, home poultry flock, family milk supply, food conservation, farm women's marketing, rural electrification, planning and planting home grounds, building sanitary toilets on the farm, building community clubhouses, community recreation, educational loan for farm girls, organization of county libraries, State short course for farm women, and State short courses for 4-H boys and girls. Minor home-economics demonstrations were carried on by club members in each organized home demonstration group in North Carolina in foods and nutrition, home management, home furnishings, clothing, and home beautification.

The trend of rotation is usually from foods and nutrition to clothing, next to house furnishings, and on to home management, and it is interesting to note that this is the order of time and money spent. Demonstrations are carried on in the home or on the farm by members enrolled; home demonstration agents direct their work through club meetings, lectures, exhibits, literature, and home visits. Home demonstration agents work primarily through organized groups or clubs. Representatives of each club in a county form a county home demonstration council, which is a demonstration organization and is the agents' advisory committee. These representatives take in and bring back information to club members, plan home demonstration work in the county, and train individuals in good organization procedure; assist with plans and conduct of organized county community activities--markets, exhibits, tours, achievement days, campaigns, and the like. The importance of planning programs of assistance to older girls who are beyond the 4-H Club age and to young homemakers was emphasized in the yearly reports from Missouri, Illinois, Montana, Nevada, Ohio, North Carolina, and other States.

Less emphasis on specific subject-matter work and more emphasis on various factors that affect personal and family living is the feeling in Illinois, as sounded by Macon County where the program is based on the idea, "It is more important for the homemaker to know how to win and hold the eager and affectionate cooperation of every member of the home group than to be the best cake-baker in the neighborhood."

An example of the extension workers' emphasis and thought on planning a unified agriculture extension program for rural family comes from north Saint Louis County, Minn. With this clear-cut picture of program planning "The farm family" is the unit which extension workers keep in mind when carrying out a program of education for a more satisfying rural life. The first duty of an educator is to help people to fuller living. Our plan today is to bring about a close relationship between farm families and their county extension agents, a fulfillment of the desire of rural people to learn. It is to be realized that the time has passed when families



are divided into three fields of action with the men interested in income and production, the women in physical and social welfare of the group, and the child in his education.

"The family is a cooperative unit in this great social structure and a Nation's welfare depends on the success of this first unit. We, as the extension agents, have tried to keep our ears to the ground so as to best serve the farm family and its expressed needs."

Kentucky regards program building as a year-round activity, but extension workers there found that conducting a study to discover information is poor psychology and a waste of time. The Kentucky report states, "A group of local people knows its own needs and for program-planning purposes discussion by local groups, while it may not give situations in statistical tables, reveals conditions and trend and challenges the thinking of local groups."

#### Establishing farm and home demonstrations.

Demonstrations are practical examples of better farming or homemaking carried on by a farmer or member of his family which lead on to greater profit, comfort, culture, influence, and power. The Texas method is similar to those throughout the majority of States. "Each club has one demonstrator in each demonstration being carried on in the county. All other club members are cooperators and aim to accomplish a part of that planned by the demonstrator. The agent upon home visits to the demonstrator helps plan her work, dividing it into simple and practical steps. Cooperators receive their assistance from agents at club meetings where method demonstrations are given. When the demonstration has been developed, an achievement event at the demonstrator's home is held with the help of the cooperators, so that the public generally may be informed of the success of the demonstration and of the methods, standards, and achievement of home demonstration work."

#### Results.

"I don't eat what I used to eat, I don't sleep the way I used to sleep, and I don't wear what I used to wear, all because of what I learned in my home demonstration club," was the comment of one Arkansas member to her home demonstration agent. The agent added in her own mind, "And you don't think what you used to think." This situation is true definitely in 1,140,392 farm homes, for the 1936 summary report of the home-economics extension workers indicates their program has influenced the adoption of improved practices in just so many farm homes and in 421,026 other homes. How much farther this influence has reached and the momentum that the 1936 ball will gain as it rolls into next year, is left for future reports.

Home improvement at low cost has been an outstanding result of extension activity. Arkansas reports improvements involving expenditure of \$1,111,553.51 made in farm homes as a result of home-improvement interests stimulated by home-management work and heightened by increased farm-home income.



From Georgia comes this statement, "More time and more money have been spent in 1936 to improve farm homes than in many years before. Slowly the long-time slogan of the home-improvement program is being realized." The 37 organizations which existed in Illinois in 1935 showed a net increase of approximately 600 homemakers in 1936. In Ohio, 36,000 families are actively identified with organized home demonstration activities. In Colorado, 10,102 women are enrolled in home demonstration clubs, with over 67 percent of farm homes reached by the extension service. In North Dakota, 18,399 women are enthusiastic members of extension clubs, and 5,336 girls are members of 4-H Clubs.

The story of Mrs. Jodie Shipp of Nelson Club, Durham County, N. C., illustrates individual typical results of home extension work: "In January and February of 1936 not one lunch or dinner was served from my kitchen where the menu did not contain at least two vegetables and one fruit from my winter garden or supply of canned goods. The health of my family has been improved almost 100 percent. Not one day has been spent in bed by any one of my family, nor has one penny been spent for doctors' bills or medicine in 6 months."

#### Correlation with related Government agencies.

In plain spoken words, State and local home demonstration agents have indicated a need for better and more specific cooperative understandings between national offices of the various related Government agencies. Many reports speak of the fine spirit existing between local agency directors in individual cases but they make it clear that an expressed wish from the national offices for a cooperative local-agreement plan would facilitate the work of all Government agencies and clear misunderstandings. Little progress can be made in this problem, according to correlation reports, until interdepartmental cooperative agreements are worked out in the respective Federal offices and a sincere cooperative attitude develops. The majority of States report close cooperation between extension service and rural rehabilitation, and in practically every instance reported note was made of the "Fine spirit between workers in the two agencies." Participation in the resettlement program has been valuable in envisioning the needs of the "lower one-third" not reached through extension service, oftentimes the needs of these clients being the primary factor in program determination. It has opened a new field of contact and has expanded the extension field, which means there must be a decided modification of extension methods where the work has not reached those in greatest need and where the demonstration ideas applied to farming and homemaking would bring about improvements in rural conditions and agricultural adjustments essential to national recovery.

The Wyoming agent said, "Our efforts to maintain a fine nonconflicting relationship with rural resettlement has been strengthened by the full cooperation of the group. One of the finest results is the finding of families heretofore neglected by extension service."

The cooperation of the Rural Electrification Administration was especially strong in New York. The contribution of the extension service to the REA program in that State has been consistently educational, and a program to reach 66 percent of the rural families not served by electricity has been put into operation. The campaign is based on: How to get electricity on the farm; how to obtain adequate wiring lay-out; what to look for in selecting equipment and the selection and placing of lights.

In Alabama, a far-reaching program in REA will be carried on. Alabama Polytechnic Institute has entered into an agreement with both the Alabama Power Company and TVA to assist Alabama farmers, and others in making intelligent, full, and profitable use of electric service. The program will include training schools for county agents, demonstration of equipment, and methods of utilizing electricity in the home and on the farm. Mississippi also has a definite program outlined for TVA, including training school and educational meetings for farm and rural people. The making of blueprints of kitchens and estimated costs of installation of equipment will be handled by the extension service, TVA to select and furnish all equipment. Tennessee and Arkansas mention full cooperation with TVA specialists. REA projects have developed so rapidly in Wisconsin that it will probably become necessary to devote an increasing amount of State specialists' and home agents' time to this project.

The Minnesota home-management specialist and REA specialist prepared material and conducted education meetings throughout the State. North Carolina and other State reports show increasing interest in development of cooperative work with REA. Extension Service has not worked with WPA as closely in 1936 and in 1935 although Extension Service agents continue to give demonstrations on clothing to WPA sewing teachers and outline projects employing WPA women.

The National Youth Administration supplied workers in clerical capacities for a number of extension offices and also assisted in preparing exhibit material for home demonstration agents. Fundamental information and valuable background have been gained from Farm Credit officials. State boards of health have contributed literature and have cooperated in health campaigns. There is an increasing feeling of good will in the various States between Public Health officials and the Extension Service. These instances in Nevada are typical: "Fine cooperative attitudes shown by WPA and Rural Rehabilitation. This cooperation has resulted in increased efficiency and service rendered to the people of this State. Work with both of these departments has been a clear demonstration of what wholehearted cooperation can do when it is sincerely desired and persistently and earnestly worked out."

The North Carolina report said, "Home demonstration agents have been a bulwark of strength to WPA, NYA, and Resettlement Administration. They have made good supervisors of community projects, have served as visiting homemakers, helping and advising in the homes of relief people, and have taught gardening and conservation of foods."



In some cases cooperation was seriously handicapped by antagonistic attitudes and a lack of desire to work out effective cooperation that would give the greatest service to the State and in the end strengthen all organizations concerned. There is more than enough work for all to do, and a decided need for effective cooperative agreements.

#### OUTLOOK, NEEDS, PROBLEMS

A call for greater expansion and more help is voiced by individual reports from the States and counties, as the effect of the expansion program that has been going on reaches communities never before influenced by extension training and example. As related Government workers take to their fields in local communities, it is gratifying to hear comments on the degree of confidence and esteem which rural people hold for members of the extension service and to note the eagerness of these country people for cooperation in extension programs. The economic and the human viewpoint must parallel each other for a satisfactory farm living. The Texas State home demonstration agent cited the fundamental philosophy of extension work when she said, "The land and the people, the agricultural conservation program, and the farm family form a circle. The program is with us because of the people, the success of the program depends upon the people, and the future of the people depends upon the programs. Although they are inseparable, the education of the people is essentially first. Until the people come first in the consideration of any program, things are not in the right order, or as expressed by a minister, 'Folks before farms and souls before soils.'

"Let us not forget that in building up the soil our ultimate objective is to build up the lives of farm people. Let us dedicate ourselves first to the larger vision of individual growth. When considering our programs, let us not lose sight of this important truth that, after all, the development of men and women comes first."

The Illinois report strikes the keynote, "It seems evident on a basis of cumulative interest which has been noticeable the past year that more progress will be concerned with human relationships and with home and family living problems." The family approach is recognized in Oklahoma where the entire program is directed to the farm-home progress measured by the tangible and intangible evidences of the development of the people themselves and the extent to which improvements are made in housekeeping and homemaking, as the 1937 aim is expressed thus, "Home demonstration work will endeavor to aid farm families in a return to a self-sustaining home, conservation of family resources, human and material, discovery of new sources of income, understanding of the relation of the family to its members and to the community and Nation."

"The woman's place as partner in the farm enterprise and the man's place as partner in the home enterprise" is the Montana home demonstration slogan. Home demonstration agents aim to think first in terms of social and economic security for the farm family. To attain economic



security, wise buying and budgeting are gaining in subject interest. California reports an increasing interest in consumer information on buying of textiles and clothes.

The Iowa report contains this summary, "The consumer information has done much to bring to the minds of women the necessity of carefully studying their needs. It has given women confidence in their ability to make their selections wisely. Women feel it is wise expenditure of money as well as the amount available that determines the amount of satisfaction derived from their incomes."

The Connecticut report also expresses the economic viewpoint, "Consumer problems have been of greater interest each year. Food being the largest item of cash expenditure, most work this year has been in this field. This desire for information on buying products has spread to other fields so that we are gradually building up a demand for more information on content and quality in fabrics and equipment both large and small."

"Service to young people between the ages of 19 and 30 is one of our greatest problems," a Georgia agent reports. "We need to present a program and tie into our work the young men and women who have become too old for club work and yet not old enough to take part in the adult work. The local club demonstrators have developed into excellent leaders and they are becoming increasingly important factors in the home demonstration program. There are two types, those engaged in forwarding the organizational set-up and community activity, and those responsible for instructions through demonstrations conducted in their homes and on their farms."

Trends point to an increasing use of demonstrators and local leaders in developing extension work in the county and studying needs and in outlining programs as well as in teaching subject matter.

The South Carolina agent states, "The two most forward steps taken in extension work in 1936 have been in better program planning through the help of the farm men and women on the county planning committees, and the closer coordination of the work of the home and the farm agents. Home demonstration extension service has reached farm families of all levels of income and education. For the sharecropper there has been the plantation demonstration; for rehabilitation clients, other low-income families, and members of new home demonstration clubs, the State plan which provides help in feeding, clothing, housing, and increasing cash income.

"It is the plan to gradually spread this special plantation work over the State. This long-time plan continues the production program and adds for the next 2 years more work in simple meal planning and preparation, beautifying home grounds, home-made kitchen equipment, and help with the family clothing problems."

In Henry County of west Tennessee, about 10 communities are waiting and begging for the home demonstration work and are ready to be organized into community clubs.

Specific examples of improved homes and improved living under extension agents' direction must increase in number if farm men and women are to understand fully the purpose of cash benefits offered by Government agencies and to gain a vision of the purpose of the national agricultural long-time program.

What Dr. Seaman A. Knapp, founder of the extension service, told the early agents holds true even stronger today: "What a man hears he doubts, what he sees he may doubt, but what he does himself he cannot doubt."

Multiplying the number of demonstrations in better farming and homemaking conducted by the farmer and members of his family in homes and on farms will raise standards of living, increase feeling of security, add some joy, and place rural "life upon a higher plane of profit, comfort, culture, influence and power" if we all but realize "that the great force that readjusts the world originates in the home. Home conditions will ultimately mold man's life. The environment of men must be penetrated and modified or little permanent change can be made in them. The home eventually controls the viewpoint of a man, and you may do all you are a mind to in schools but unless you reach in and get hold of that home and change its condition, you are nullifying the uplift of the school." We are reaching for the home. "It takes a long time for a people to recover from disasters, and it takes longer when nine-tenths of them have but slight knowledge of thrift."

The outlook for 1938 indicates we will continue "to teach the farmer greater thrift, to raise his own provisions, to can his vegetables so that he may have them the year round; that he must put his money into a better home, and so percolating and drifting through his home there will be a broadening element and a gradual uplift of conditions, and as there is an uplift and improvement of conditions, the men themselves will become a little broader and a little straighter and a little firmer, till by and by this home society where he must live, this rural society, will be a great dominating force in the land, and we shall become a pattern, not only to our own country but to all countries, showing how a great and free people were able to readjust their conditions."

Our project would have been sufficiently ambitious if we had said, in the words of Dr. Seaman A. Knapp, "We will increase the wealth and give the people greater earning power. But other things that we teach are that we must improve the moral tone, the moral conditions, and the whole prosperity of the people, to try to turn all avenues of the wealth that we create into the proper channels so as to create a better people. But even this is not quite enough. We may have wealth and social prosperity and home comforts and not be a high-minded, stalwart, courageous, and brave people. We must teach that."

Extension agents cannot clear the 1938 adjustment handicaps on the road to agricultural prosperity standing close to the tightly stretched agricultural hurdles. Agents must keep their perspective and allow ample paces to make the height to which we aim over the highest hurdles.

A great wish is coming true, for a majority of extension agents feel as Dr. Knapp once wished they might when he told an early group, "I want you to feel you have hold of one of the greatest lines of social uplift and development and greatness that exists."

The outlook for 1938, as a whole, is encouraging in spite of the surgery which has been performed on appropriations and amount of funds needed for employment of additional personnel and conduct of the work.

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# Home Demonstration Work Moves Forward

Ola Powell Malcolm

EXPERIMENT STATION

MAR 30 1939



UNITED STATES DEPARTMENT OF AGRICULTURE

EXTENSION SERVICE

C. W. WARBURTON, *Director*

REUBEN BRIGHAM, *Assistant Director*

WASHINGTON, D. C.